

PRESS RELEASE

ROE Visual at the Broadcast TechFest Discover LED-based solutions for Broadcast

Leek, The Netherlands (22 November 2022) – ROE Visual will participate in the upcoming Broadcast TechFest as a show sponsor, enhancing ROE Visual's growing involvement in the broadcast market. Having supplied LED-based solutions and GhostFrame technology to various broadcast-based projects, ROE Visual aims to raise more awareness for its broadcast-oriented offering.

Attended by broadcasters, producers, and tech companies, the Broadcast TechFest is a comprehensive one-day event for the production and post industry, co-located with the [Broadcast Tech Innovation Awards](#), held in the Brewery in London on 29 November 2022.

The event will provide a platform to explore the **changing dynamics of broadcast technologies**, covering a wealth of topics across production and post.

Based on its ever-growing involvement in virtual production technology, ROE Visual has expanded its offering for the broadcast market with dedicated LED panels and LED-based technology, such as GhostFrame. Recent projects, like the [FOX NFL Studio](#) and [TVN Studio installation](#), use this technology in combination with the ROE Visual Black Pearl LED panels.

With more projects up their sleeve, it's a good time for ROE Visual to engage in more comprehensive discussions about trends and technical developments for the broadcast segment.

"The Broadcast TechFest provides an excellent platform to talk, share experiences and investigate the technical requirements with the stakeholders in this market," comments Olaf Sperwer, responsible for Business Development Virtual Production for ROE Visual. "This show is not about promoting our products but more about listening to market demands, what challenges the production teams encounter, and which solutions ROE Visual can offer. I'm really looking forward to the event".

The ROE Visual team can be found in the Queen Charlotte room or at one of the many presentations. Broadcast TechFest is a free-to-attend event so [register today to secure your place](#). We look forward to seeing you on 29 November.

****ENDS****

More info: www.roevisual.com, www.ghostframe.com

Register link: <https://www.broadcasttechevents.co.uk/about/registration>

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About ROE Visual

Founded in 2006, ROE Visual manufactures unrivalled, award-winning LED display technology for a broad range of applications, including touring productions, broadcast, film, live and virtual events, corporate, architectural, retail, control room, and many more. Used by the most significant touring artists and spectacular broadcast events, retail and architectural installations, ROE Visual's products live up to the exacting demands of the industry's creatives and technologists. ROE Visual products offer maximal creativity, ease of use, durability, and visual excellence. By enabling spectacular and breathtaking visual effects to come to life on a large display format, immersive experiences for performers and audiences all over the globe can be created. The company enjoys relationships with leading global AV Installers, rental companies, and notable partners in the production, film, and event industry. ROE Visual offers expert knowledge in LED display technology and extensive support on a global scale through its American, European, and China-based teams. For more information, please visit:

<https://www.roevisual.com/nl-en/>